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Amway One by One Campaign for Children reaches 7 million kids *Now in its seventh year, global program brings about positive change*

Ada, MI (US) – February 8, 2010 – Since 2003, Amway has mobilized its employees and distributors all over the world toward bringing about better lives for children in need.

Now in its seventh year of operation, the Amway One by One Campaign for Children has improved the lives of an estimated 7 million children through locally-developed charitable and service programs that align to make a global impact.

Employees and distributors alike have volunteered more than 1.3 million hours, and the company has contributed more than \$112 million in donations to partner organizations aimed at children's issues.

“In every country, and indeed every community where Amway operates, we have people who act to make a difference,” says Dana Boals, Amway vice president. “Thousands of employees and Amway distributors have rolled up their sleeves to bring about positive change. That is a purposeful reflection of our citizenship, brought to life.”

Amway One by One Campaign for Children – Focus Areas and Examples

Amway One by One Campaign for Children actively supports hundreds of nonprofit organizations in more than 50 countries working to address the full spectrum of children's needs. One by One is designed to provide each market with the flexibility to forge local partnerships to address specific issues facing children in their own community, with focus areas that emphasize improving the way children Live, Achieve, Learn and Play. Here are some concrete examples of One By One in action around the globe:

Live

In many countries, children lack the basic necessities for survival. But when they are cared for, their future is unlimited. For example, May of 2009 children in Mexico received Nutrilite Little Bits, which is designed to bring one of our best brands to children in need. Nutrilite Little Bits provides vitamins and minerals to undernourished children ages 1 to 5 years through One by One charitable partner Un Kilo de Ayuda.

Achieve

Children have boundless potential, but they sometimes need help achieving their goals. When programs unlock the potential of children with unique needs – special abilities emerge. This year in partnership with the All India Confederation of the Blind, Amway India has set up eight fully-equipped computer centers for visually challenged children. At these vocational training centers, the children receive integrated personal and vocational development on computer operations.

Learn

Education opens doors to a brighter future, and an understanding of the world around us. Whether it is academics, skills or cultural enrichment, Amway and its people are helping children to learn and to grow. In the Philippines throughout 2009, using storytelling as a tool, Amway reaches out to children through a series of road shows in selected elementary school. The two-day road show features a storytelling workshop for distributors, teachers and Amway employees on the first day and a learning festival with children on the second day.

Play

Children grow most through rich experience, which is often found through the simple act of play. Amway involvement helps provide the space and resources for this most basic freedom. Vulnerable children in Russia's social and medical institutions have a reason to smile. More than 34 new play and sensory rooms have been outfitted with special equipment, toys and furniture just for them.

About Amway

Amway (www.amway.com) is one of the leaders in the US\$80 billion global direct-selling industry. Established in 1959 as a seller of household cleaners, Amway expanded and diversified over the years and today sees its sales led by Nutrilite food supplements, herbals and vitamins and Artistry skin care and cosmetics. Amway has helped millions of people lead better lives through consumer products, business opportunities and generous sharing through the One by One Campaign for Children.

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